

1 / 12

		101	102	103	104	105										
		Rating	Category	Cost	Fragrance	Viscosity	...									
PRODUCTS	X		\$	5	US											110a
			\$	5	US											110b
			\$	5	V											110c
			\$	5	V											110d
			\$	2	WB											110e
			\$	5	WB											110f
			\$	5	US											110g
			\$	3	WB											110h
			\$	2	US											110i
			\$	5	V											110j
			\$	3	US											110k
			\$	6	US											110l

Fig. 1
Prior Art

100

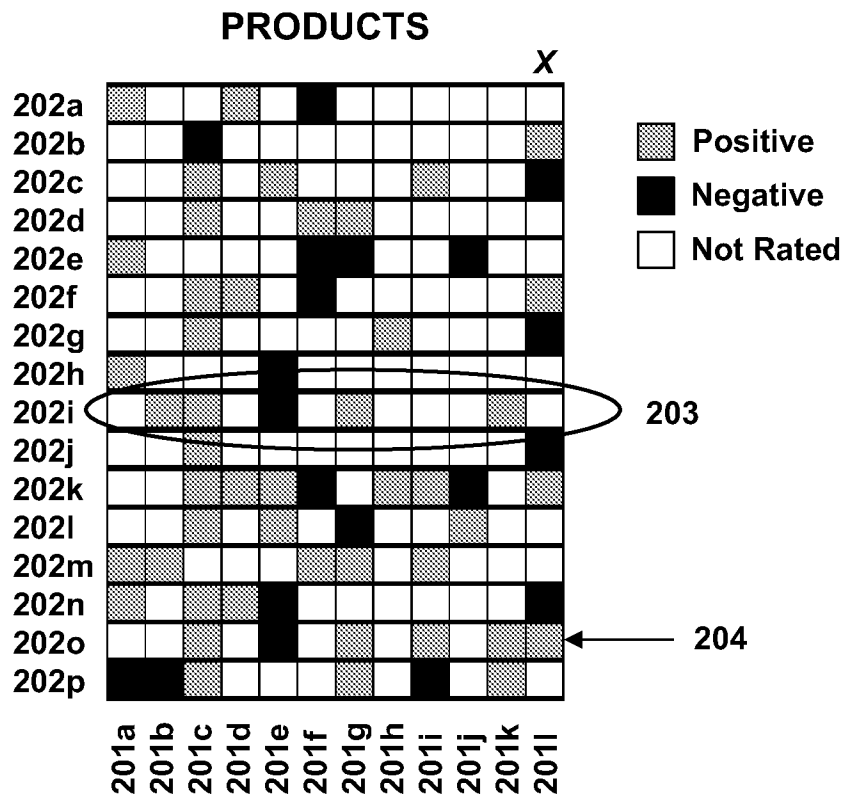


Fig. 2
Prior Art

200

2 / 12

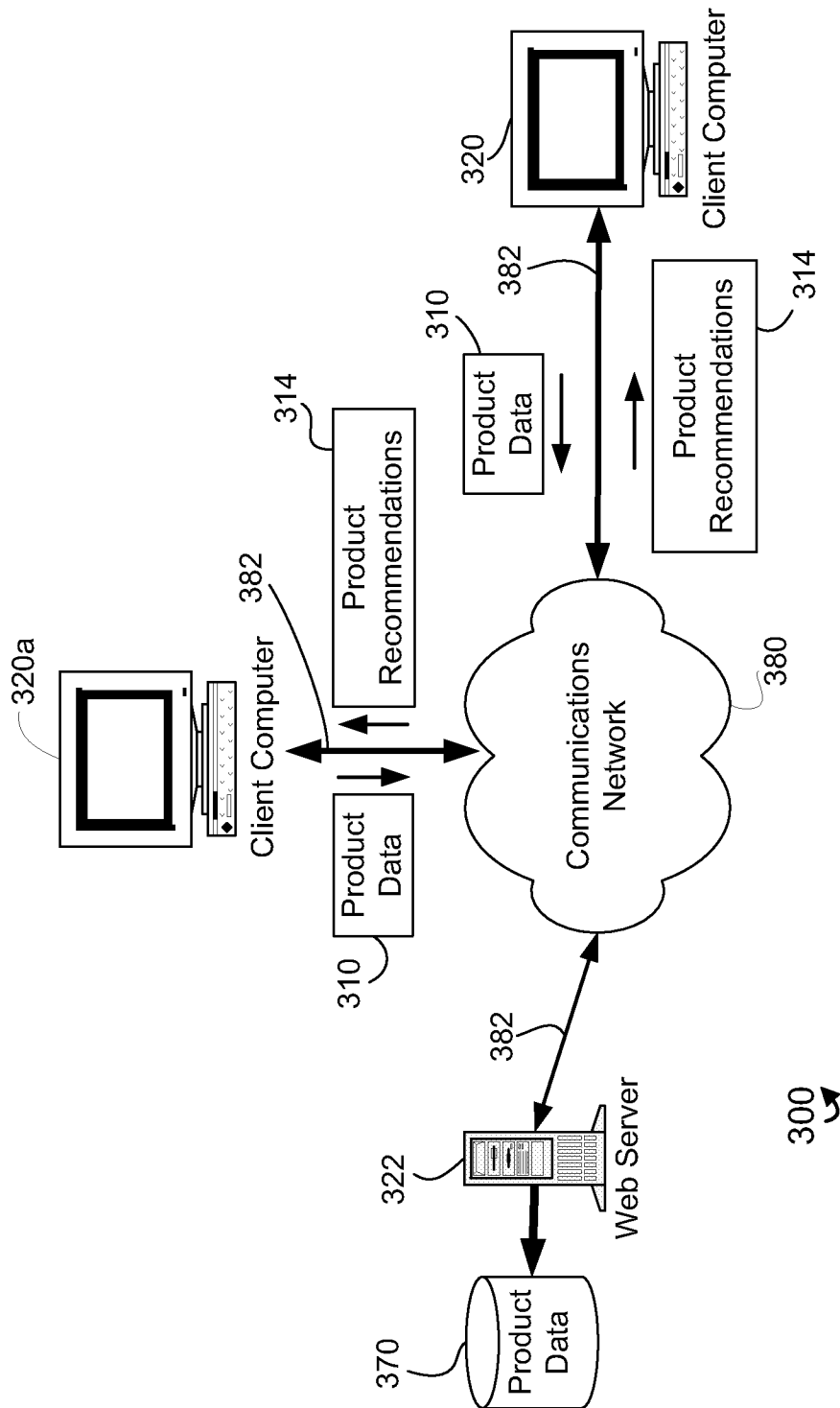


Fig. 3

3 / 12

↪ 400

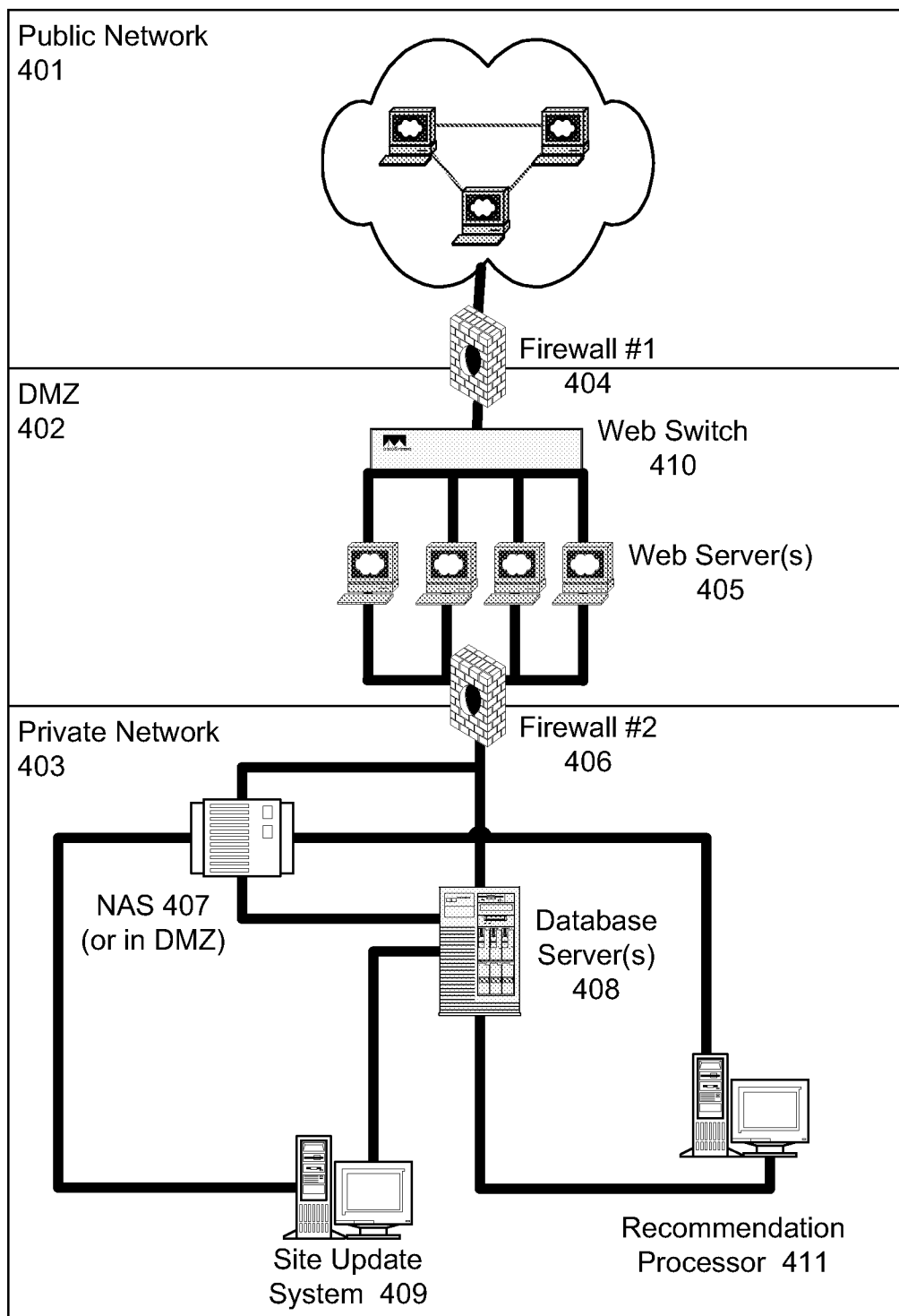


Fig. 4

4 / 12

Identification	Shipping Information	Credit Information	Severity of Needs	Importance of Addressing Needs
Acceptance Ratings (historical usage)	Psychographic Characterizers	Current Diagnostic Condition		

Fig. 5

Identification	Shipping Information	Credit Information	Severity of Needs	Importance of Addressing Needs
Acceptance Ratings (historical usage)	Psychographic Characterizers	Current Diagnostic Condition		

Acceptance Rating (of selected products)	Diagnostic Data Relative to Time of Usage	Aesthetic Preferences Relative to Current Product	
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Fig. 6

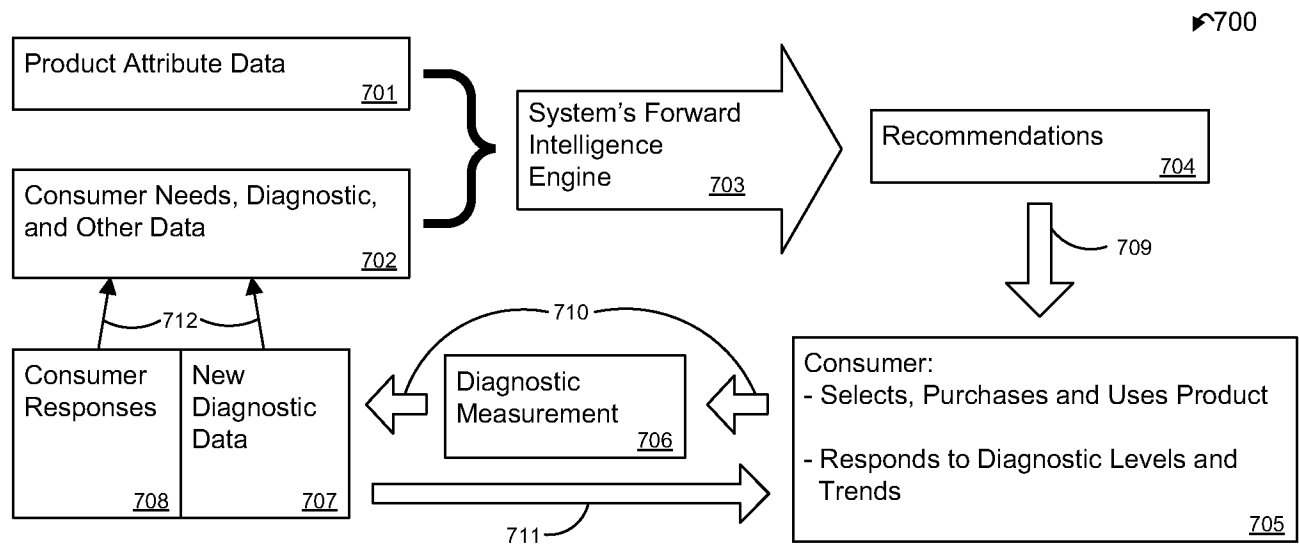


Fig. 7

5 / 12

<u>Product</u>	<u>Preference Prediction</u>	<u>Performance Prediction</u>	<u>Price</u>
A	8.4	5.1	11.89
B	8.1	6.6	19.99
C	7.8	5.0	23.59

Fig. 8A

<u>Recommendation</u>	<u>Preference</u>	<u>Performance</u>	<u>Cost</u>
Product A	8.6	5.1	\$13.95
Product B	8.4	4.6	\$7.83
Product C	8.2	6.0	\$11.90

Fig. 8B

<u>Product</u>	<u>Preference Prediction</u>	<u>Performance Prediction</u>	<u>Price</u>
D	4.4	8.2	39.99
E	6.7	7.9	14.29
F	7.4	7.8	21.89

Fig. 9A

<u>Recommendation</u>	<u>Performance</u>	<u>Preference</u>	<u>Cost</u>
Product G	7.1	5.1	\$18.85
Product H	6.9	7.0	\$24.14
Product I	6.7	3.7	\$37.95

Fig. 9B

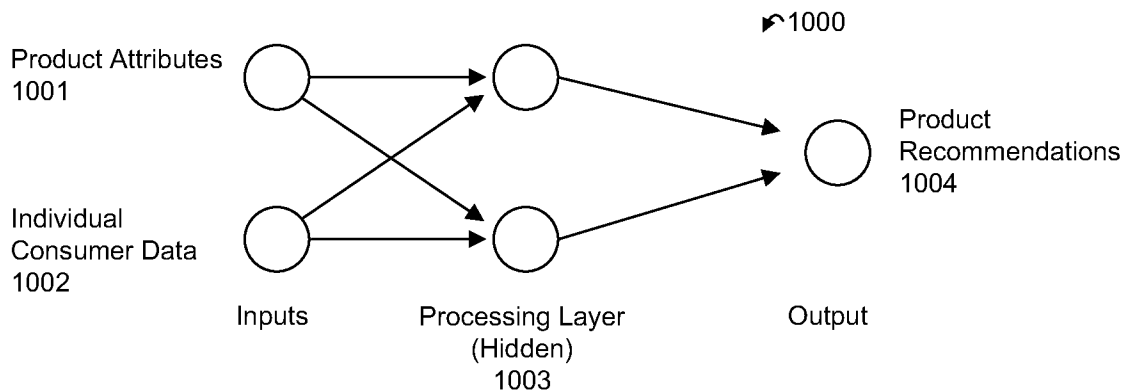


Fig. 10

6 / 12

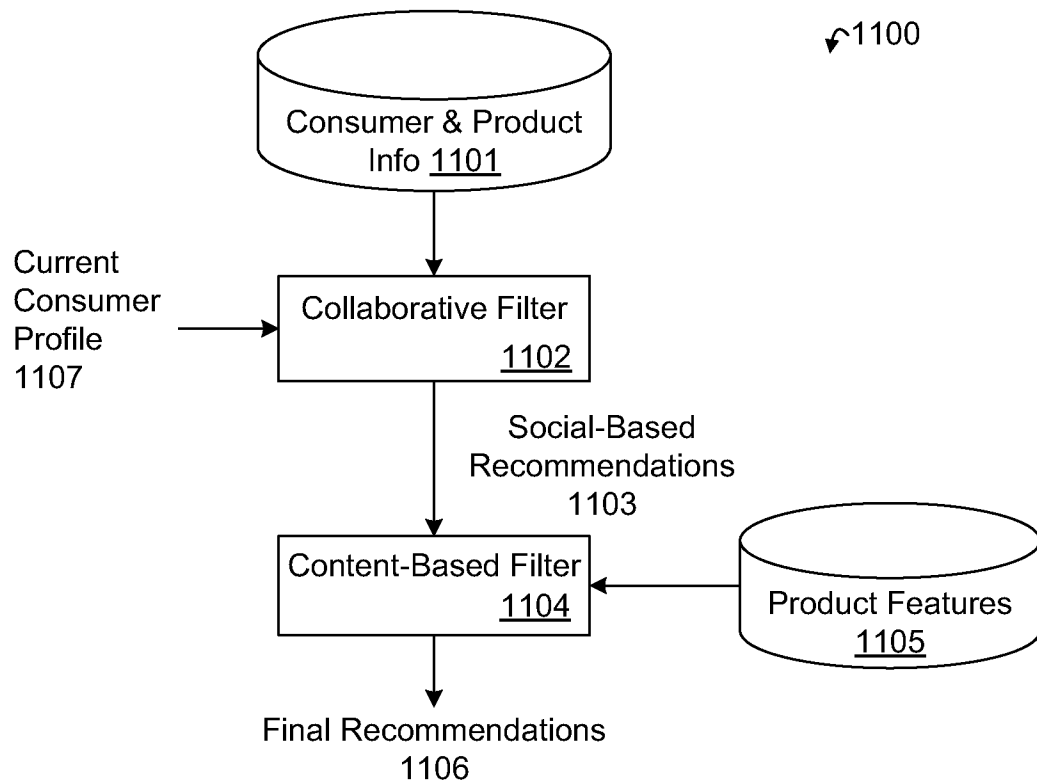


Fig. 11

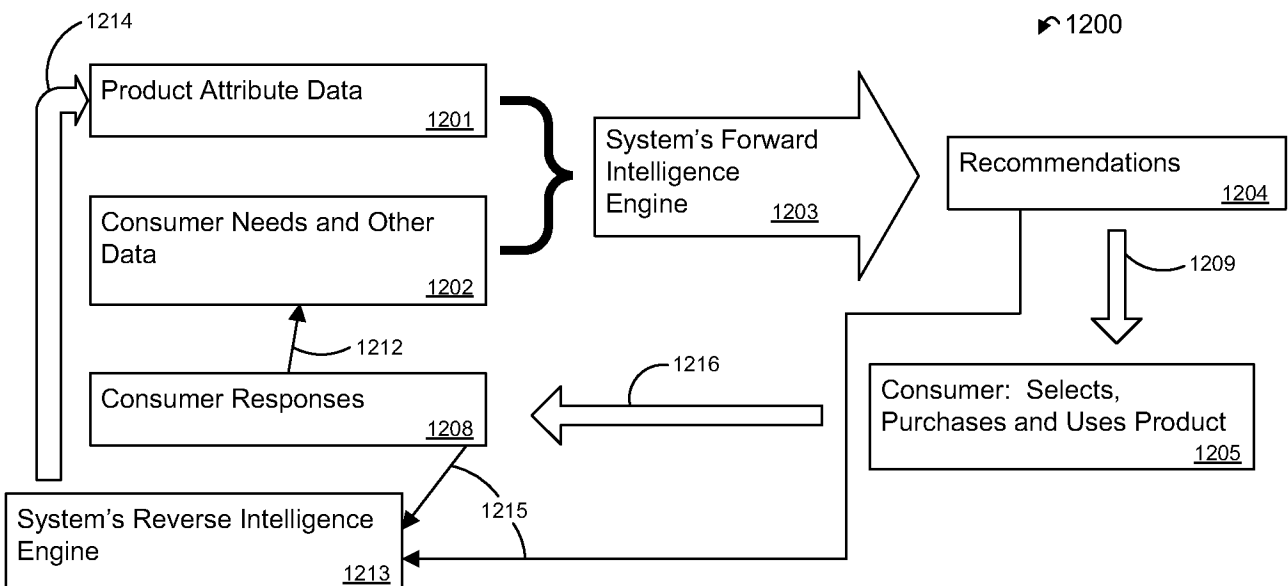


Fig. 12

7 / 12

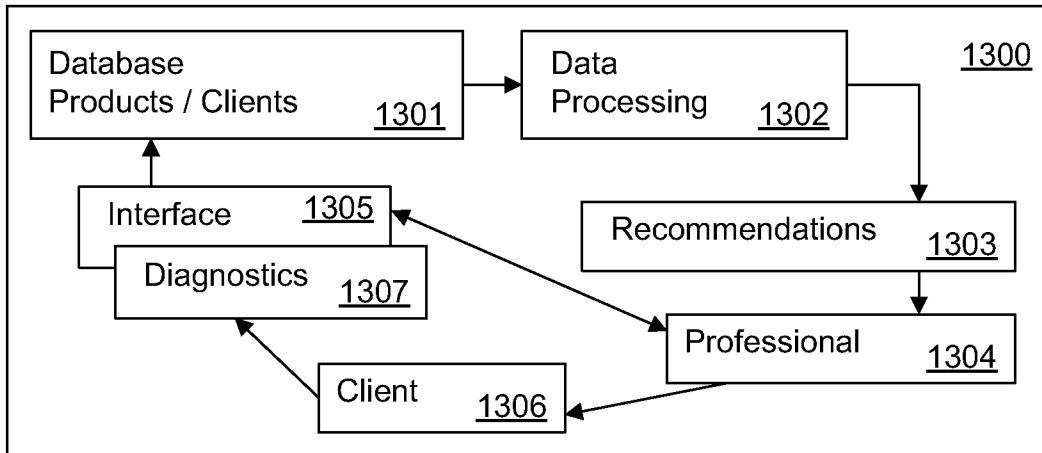


Fig.13

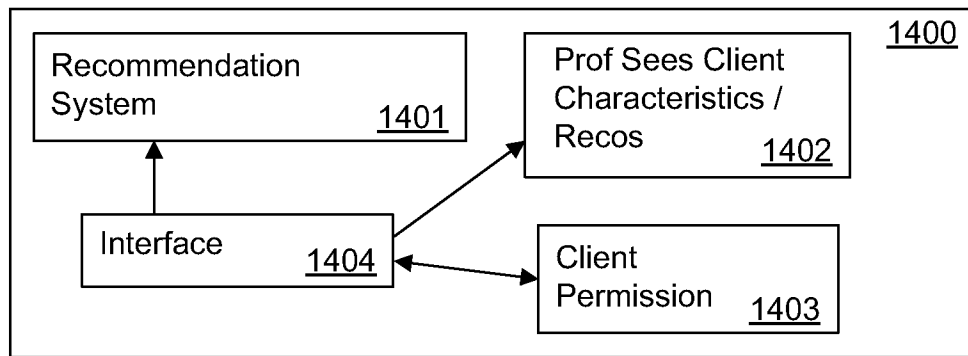


Fig.14

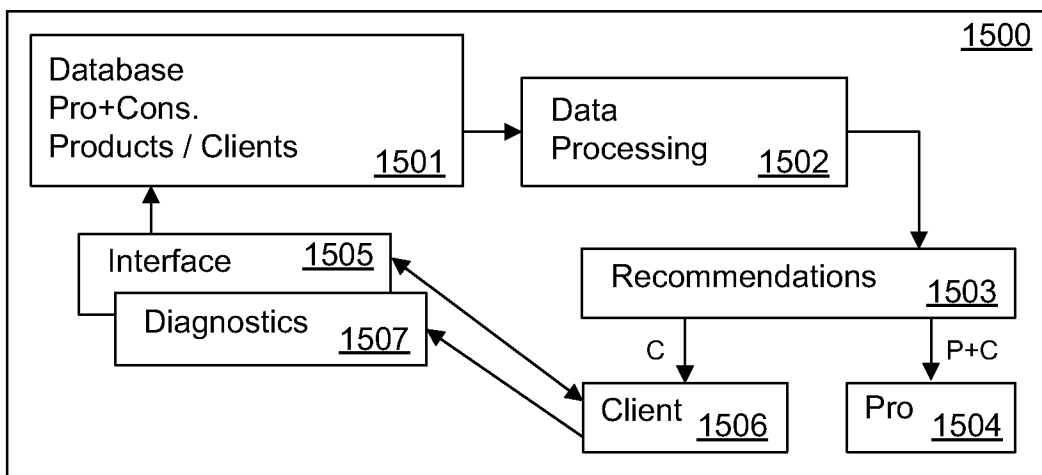


Fig.15

8 / 12

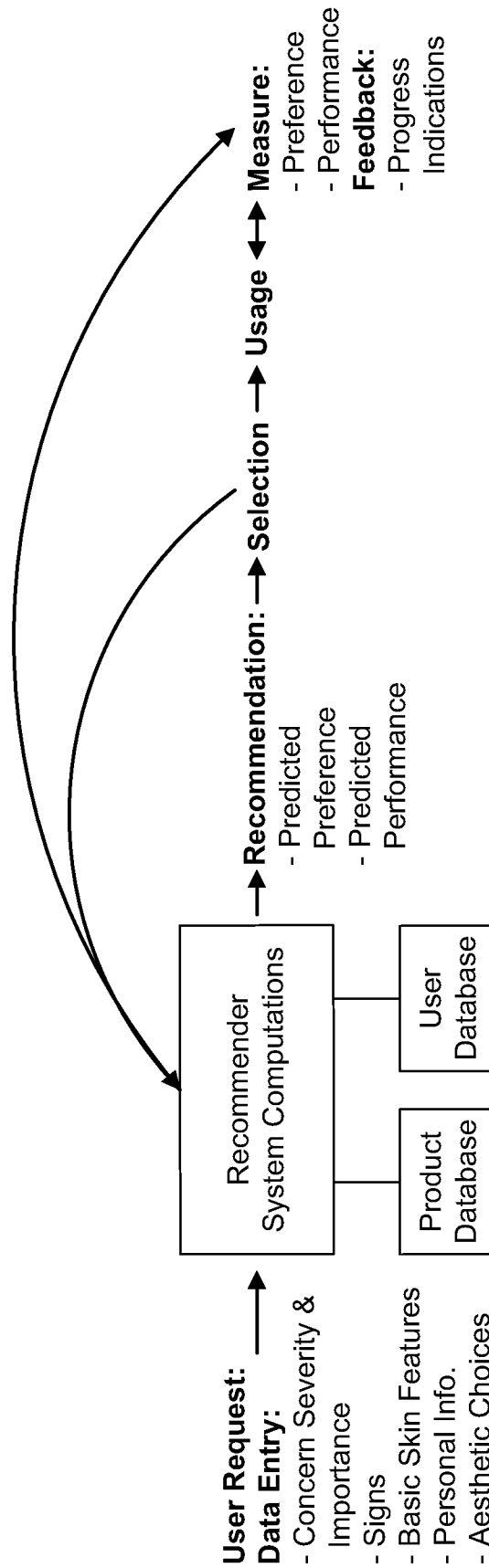


Fig.16

9 / 12

1700

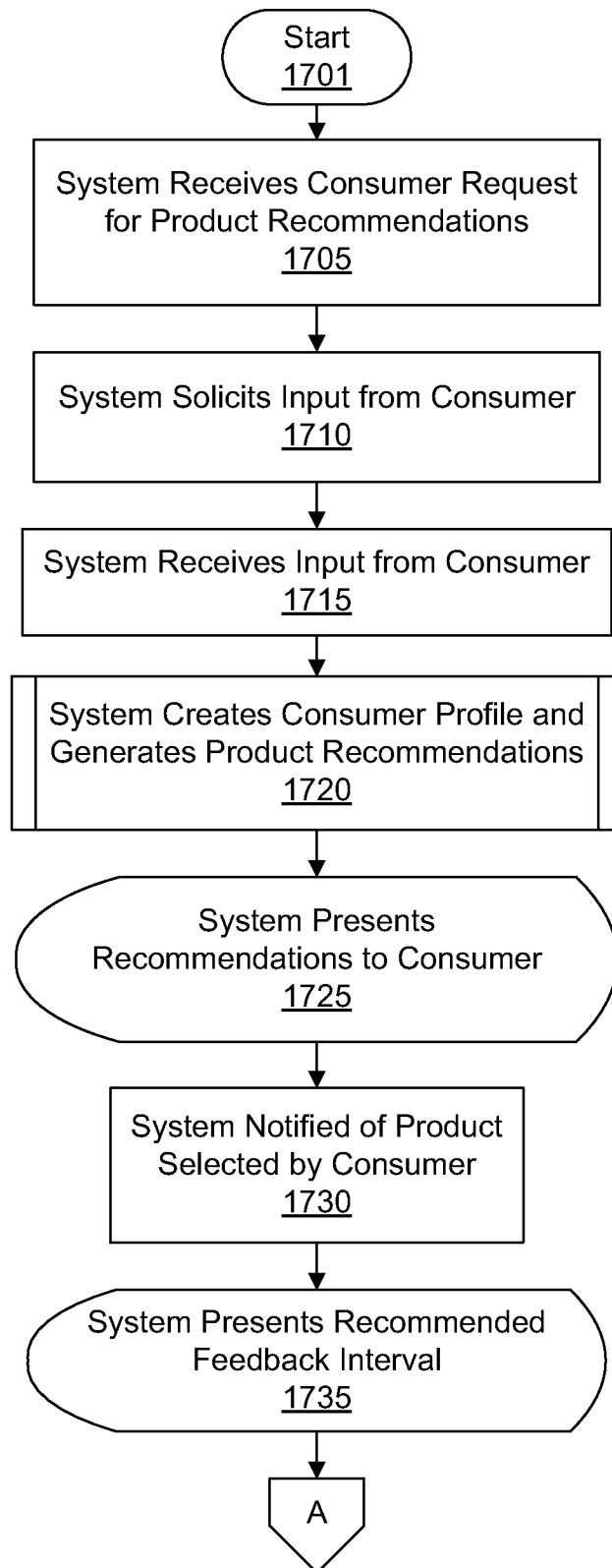


Fig. 17A

10 / 12

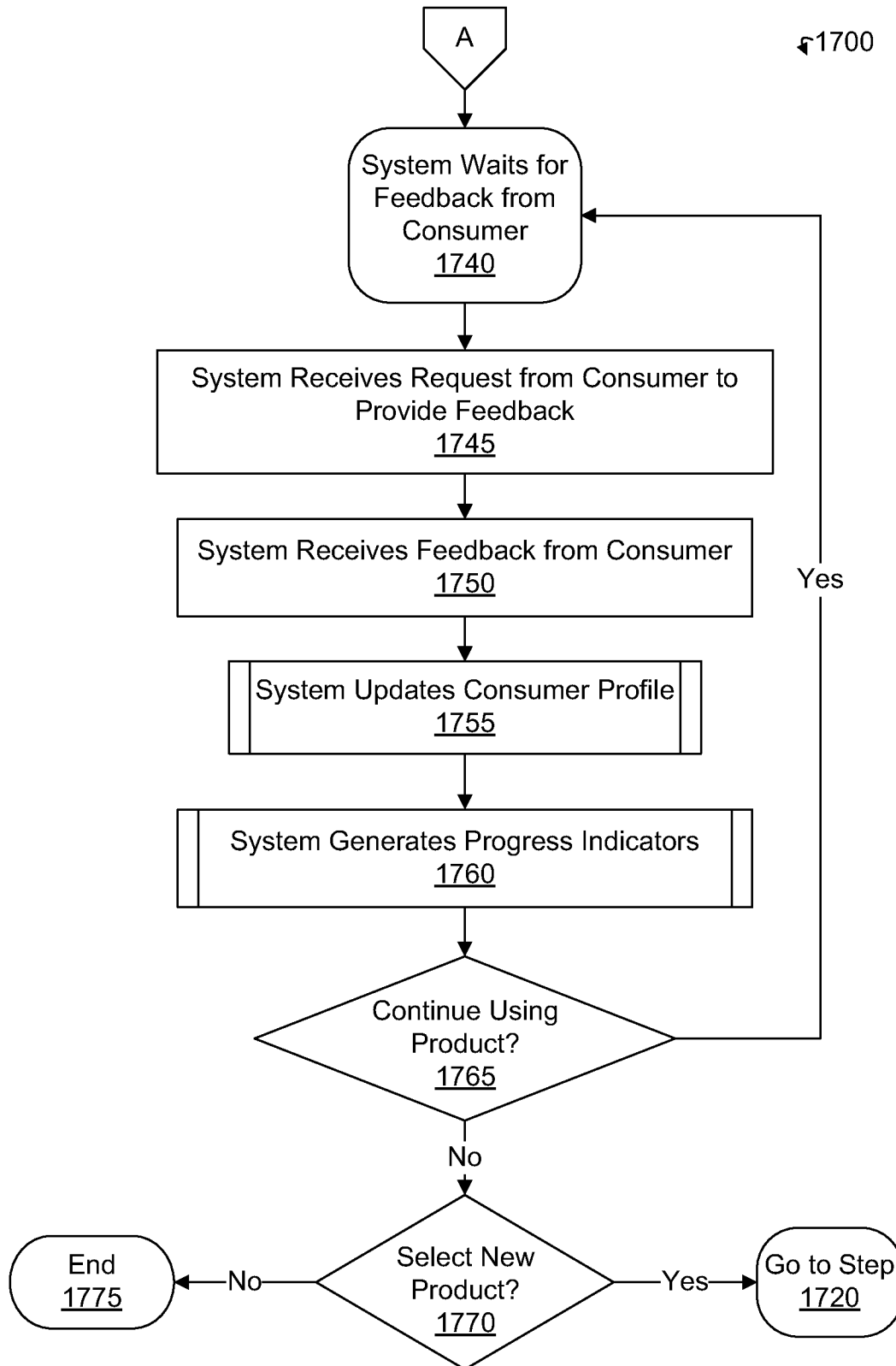


Fig. 17B

11 / 12

1800

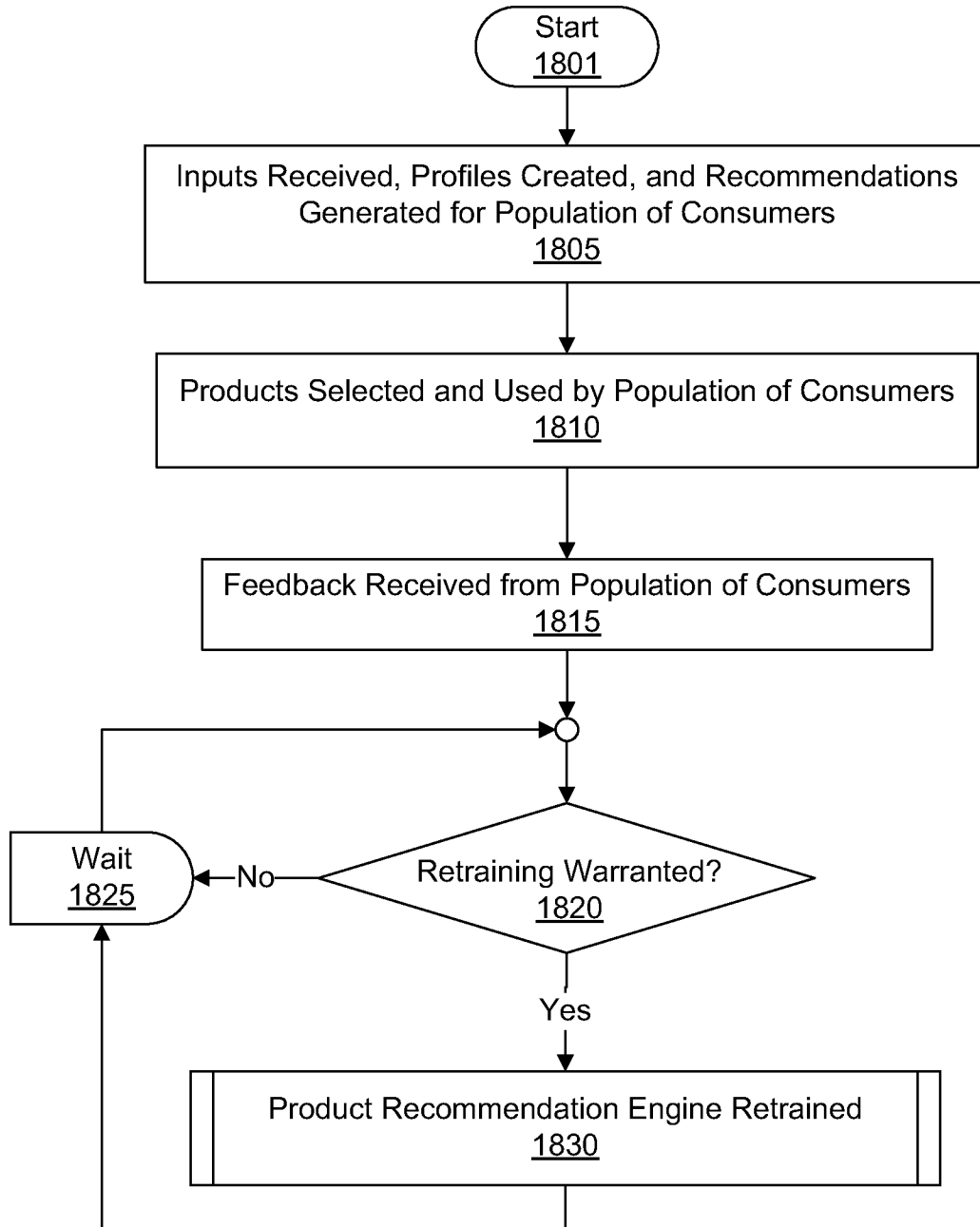


Fig. 18

12 / 12

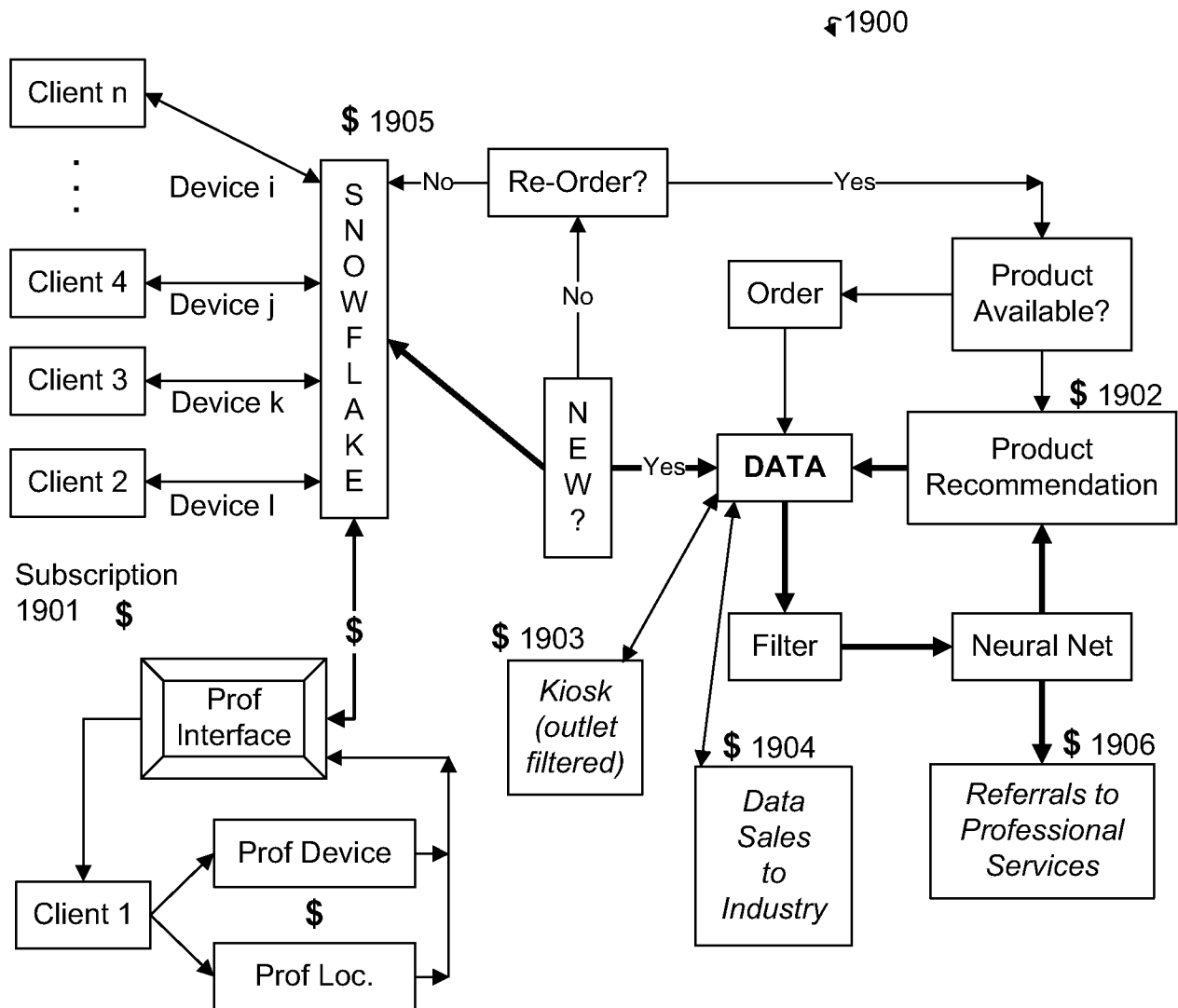


Fig. 19